

ADI (rank)	Prime time TSA households (000)			ADI (rank)	Prime time TSA households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Huntsville-Decatur-Florence, Ala. (89)	42	48	52	Portland-Poland Spring, Me. (69)	46	37	57
Idaho Falls-Pocatello (159)	12	16	19	Presque Isle, Me. (203)	—	6	—
Indianapolis (24)	106	131	142	Providence, R.I.-New Bedford, Mass. (44)	75	76	116
Jackson, Miss. (82)	26	58	76	Quincy, Ill.-Hannibal, Mo. (154)	—	25	28
Jackson, Tenn. (180)	24	—	—	Raleigh-Durham, N.C. (35)	84	92	53
Jacksonville, Fla. (57)	45	88	57	Rapid City, S.D. (167)	20	—	15
Johnstown-Altoona, Pa. (85)	—	46	79	Reno (121)	24	20	23
Jonesboro, Ark. (174)	27	—	—	Richmond, Va. (62)	60	74	74
Joplin, Mo.-Pittsburg, Kan. (119)	27	29	29	Roanoke-Lynchburg, Va. (73)	36	66	64
Kansas City (28)	93	117	141	Rochester-Austin, Minn.-Mason City, Iowa (147)	20	17	29
Knoxville, Tenn. (61)	57	81	50	Rochester, N.Y. (72)	44	51	64
La Crosse-Eau Claire, Wis. (134)	18	25	36	Rockford, Ill. (114)	23	29	33
Lafayette, Ind. (193)	—	9	—	Roswell, N.M. (194)	—	13	—
Lafayette, La. (112)	38	59	—	Sacramento-Stockton, Calif. (20)	101	123	159
Lake Charles, La. (170)	—	—	41	St. Joseph, Mo. (187)	13	—	—
Lansing, Mich. (105)	—	52	48	St. Louis (18)	125	165	225
Laredo, Tex. (199)	4	3	5	Salinas-Monterey-San Jose, Calif. (111)	36	22	41
Las Vegas (94)	24	36	46	Salisbury, Md. (162)	14	24	15
Laurel-Hattiesburg, Miss. (161)	—	6	29	Salt Lake City (40)	84	80	100
Lexington, Ky. (76)	37	64	50	San Angelo, Tex. (189)	—	13	—
Lima, Ohio (196)	—	—	1	San Antonio, Tex. (42)	74	92	109
Lincoln-Hastings-Kearney, Neb. (92)	20	47	16	San Diego (25)	82	106	96
Little Rock, Ark. (55)	66	67	82	San Francisco (5)	238	253	299
Los Angeles (2)	534	504	654	Snt Brbra-Snta Mria-Sn Lus Obspo, Calif. (113)	24	25	20
Louisville, Ky. (47)	53	86	100	Savannah, Ga. (103)	19	46	39
Lubbock, Tex. (149)	15	21	24	Seattle-Tacoma (15)	145	125	183
Macon, Ga. (134)	18	42	19	Shreveport, La.-Texarkana, Tex. (64)	61	69	72
Madison, Wis. (106)	33	41	40	Sioux City, Iowa (125)	28	10	35
Mankato, Minn. (208)	—	14	—	Sioux Falls-Mitchell, S.D. (100)	38	53	25
Marquette, Mich. (184)	—	18	—	South Bend-Elkhart, Ind. (84)	33	45	56
McAllen-Brownsville, Tex. (115)	26	25	23	Spokane, Wash. (79)	41	42	51
Medford, Ore. (153)	10	18	30	Springfield, Mass. (108)	28	—	51
Memphis (41)	61	101	139	Springfield, Mo. (81)	20	48	66
Meridian, Miss. (175)	19	9	5	Springfield-Decatur-Champaign, Ill. (74)	39	49	63
Miami (16)	139	152	184	Syracuse, N.Y. (67)	43	63	70
Milwaukee (30)	89	94	131	Tallahassee, Fla.-Thomasville, Ga. (126)	12	52	11
Minneapolis-St. Paul (13)	136	168	165	Tampa-St.Petersburg (14)	169	193	215
Minor-Bismarck-Dickinson, N.D. (146)	7	22	33	Terre Haute, Ind. (129)	10	30	36
Missoula-Butte, Mont. (173)	17	11	18	Toledo, Ohio (65)	42	67	84
Mobile, Ala.-Pensacola, Fla. (58)	50	84	78	Topeka, Kan. (142)	12	24	24
Monroe, La.-El Dorado, Ark. (116)	13	53	29	Traverse City-Cadillac, Mich. (138)	14	37	36
Montgomery-Selma, Ala. (101)	13	33	68	Tucson, Ariz. (83)	40	36	47
Nashville (32)	79	129	138	Tulsa, Okla. (54)	84	81	81
New Orleans (34)	85	128	118	Tuscaloosa, Ala. (185)	—	9	—
New York (1)	790	887	1,082	Twin Falls, Idaho (202)	—	8	2
Nrflk-Prtsth-Nwprt Nws-Hmptn, Va. (43)	66	81	94	Tyler-Longview, Tex. (123)	45	8	15
North Platte, Neb. (210)	—	—	7	Utica, N.Y. (158)	11	—	25
Odessa-Midland, Tex. (143)	24	22	23	Victoria, Tex. (206)	5	—	9
Oklaoma City (37)	77	103	112	Waco-Temple, Tex. (93)	19	42	38
Omaha (70)	55	50	66	Washington (9)	213	215	226
Orlando-Daytona Beach-Melbourne, Fla. (27)	106	118	157	Watertown-Carthage, N.Y. (169)	—	20	—
Ottumwa, Iowa-Kirksville, Mo. (204)	17	—	—	Wausau-Rhinelander, Wis. (128)	27	37	12
Paducah, Ky.-Cape Girardeau, Mo. (75)	31	66	60	West Palm Beach-Ft. Pierce-Vero Beach, Fla. (53)	47	32	85
Palm Springs, Calif. (178)	7	—	9	Wheeling, W.Va.-Steubenville, Ohio (139)	—	40	39
Panama City, Fla. (171)	14	—	27	Wichita-Hutchinson, Kan. (60)	48	66	67
Parkersburg, W.Va. (198)	—	—	11	Wichita Falls, Tex.-Lawton, Okla. (130)	22	25	27
Peoria-Bloomington, Ill. (110)	30	29	41	Wilkes Barre-Scranton, Pa. (51)	71	69	97
Philadelphia (4)	431	402	471	Wilmington, N.C. (150)	23	8	62
Phoenix (21)	111	136	141	Yakima, Wash. (127)	19	28	24
Pittsburgh (17)	208	212	183	Youngstown, Ohio (88)	37	49	56
Portland, Ore. (26)	85	101	108	Zanesville, Ohio (201)	—	—	11

Nielsen says study backs up peplemeters

Company claims telephone survey supports data for children's programing produced by new system

A.C. Nielsen Co. has conducted a telephone coincidental survey that company officials say tentatively substantiates the lower ratings for children's programing recorded by peplemeters this season. Ratings for children's programing have decreased by as much as 40% since the new season began.

Broadcasters have claimed that the sharp declines are the result of the switch to peplemeters and the frequent failure of children to log in on the meters when watching television.

However, at a workshop sponsored by the Advertising Research Foundation in New

York, Nielsen vice president, Ceril Shagrin, said preliminary results of the recent telephone survey, conducted over five weeks, beginning last Oct. 21, were within 5% of peplemeter estimates of child viewers. Telephone coincidentals are usually accepted as the most accurate research tool for measuring viewing.

Shagrin said last week that not all of the survey data was in, but that based on the early returns, the company estimated it would show 407 viewing children, ages 2-5, per thousand homes with children. That is within 2% of the comparable peplemeter estimate for the same period. For children ages 6-11, said Shagrin, the viewing levels reported by the survey and the peplemeter were only one-half of one percentage point apart.

According to Shagrin, the survey "goes a long way in validating the peplemeter" ratings for children this season.

However, some questions were raised by network sources about Nielsen's survey methodology. One source said Nielsen phone surveyors in some cases talked to children directly without validation from a parent, thus tainting the survey. The decline of the children's audience has been a major issue in the transition to peplemeters. CBS's Saturday morning ratings are down 15% season to date. However, in negotiations with advertisers, it was agreed that a 20% fall-off, called the "peplemeter factor," would be acceptable without advertising make-goods kicking in.

NBC's Saturday morning schedule has